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Consumers' guide

March 1945



Testing enriched bread for the Army.

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ILLUSTRATIONS: Cover photo, U. S. Army Signal Corps; pp. 3, 4, 5, War Food Administration; p. 6, Navy; p. 7, U. S. Army Signal Corps; p. 8, top, Navy, center, U. S. Army Signal Corps, bottom, Army; pp. 12, 13, BHNHE; p. 14, Chicago Park District; pp. 9, 10, 11, 16, drawings, Katharine Johnson.



Beefsteak follows the flag

A guest editorial
by CARL A. HARDIGG, Major General, QMC,
Director, Subsistence Division,
Office of The Quartermaster General.

When consumers line up at the meat counters during March and April and see the steak tray just an empty slab of porcelain, such self-pity as consumers may feel at this sight can be turned into a resolve to get along on what there is by simply considering the fact that 1 pound out of every 4 pounds of meat is going to the men and women of the armed forces.

And if the selection of meat available isn't just exactly what their appetites call for, consumers can be relieved again by giving further solemn consideration to the gigantic needs of our armed forces and the terrific problem of supplying them with the best foods at the right place, at the right time.

The place and the tempo of the fighting cannot always be anticipated definitely but food must be there ready wherever the enemy strikes—ready for any of the many alternative offensives we may be called upon to make. And all the pipe lines extending to those fields must be filled with food and be kept filled, if the food we put in at this end is to flow steadily to our far-flung battle positions. Filling the pipe line is a large order in itself. It means that food must be earmarked before it is grown, set aside for processing, processed, stored and transported in a continuing steady movement.

In fact, supplying food to a theater of war involving 3 million men presents a greater problem than if we were to approach an utterly deserted city emptied of its one-time

3 million inhabitants and were required to bring in a new population of 3 million, feed them and keep them fed.

That would mean that warehouses would have to be supplied, the shelves of grocery stores stocked, the refrigerators of wholesale and retail butchers hung with meat, and the pantries and the pots and pans of restaurants filled. And, if the city were not to starve, food would have to be kept moving into the town in adequate quantities.

That would be a big job but would present no measure of the difficulties encountered to set up, under stress of war, a city of soldiers where there is no city. To set it up thousands of miles from home on the desert, in the jungles, or in areas devastated by years of war! But that's exactly what is being done on our world-wide theaters of battle.

Not only must we have the food there but it must be kept in proper condition and it must be ready for every soldier at all times. This means not only an adequate supply but highly coordinated timing.

For example, food arrived under fire at the beachhead at Anzio. Good food—top-quality sides of beef! Here's how it was done: The frozen beef was put on duck boats at Naples. The timing on taking the beef out of refrigeration and loading it was so set that by the time the duck boats hit the beach the meat was thawed, fresh and ready for the field kitchen.

It was the accelerated tempo of war in

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1945 that called for an emergency allocation of 113 million pounds of meat in addition to an original quota of 1 billion 314 million pounds going to our armed forces for the first quarter of this year. This emergency allocation calls for 11.1 million pounds of beef and 16.6 million pounds of pork for the Army, and 55 million pounds of beef and 30.7 million pounds of pork for the Navy. In addition to this some 605 million pounds of meat, mostly pork, is going to our allies. This is an increase of over 11 million pounds more than was originally scheduled.

All this adds up to the fact that civilians will have 5 to 6 pounds less meat per capita for the first 3 months of this year than they had in the same months last year or in the last 3 months of 1944.

Although, according to present estimates, the total production of beef will be higher for 1945 than it was in 1944, civilians won't notice the increase. The main reason, of course, is that noncivilian claims upon all kinds of beef will be higher. The armed forces will take 60 percent of the three top grades of federally inspected beef, and, for canning, 50 percent of the Utility, and 80 percent of the grades below Utility. Of the beef available to civilians, however, a higher percentage will be of better quality than that on the markets last fall.

Because supplies of other meats are down, this naturally throws a more than normal demand on beef. Veal will not be so plentiful as it was last year, because the heavy slaughter of cows during the last season meant fewer calves for this year. Now that the feed supply is better than that of last year many growers are holding their calves for beef instead of slaughtering them for veal.

Increased military activities have made a larger claim on pork than was expected. At the same time farmers are producing a smaller pig crop because last year's supplies of pork and lard were so large that all the facilities of handling and transportation were overtaxed.

Despite the reduction in meat supplies from last year, civilians will still consume about the same amount of meat this year as they did on an average for the pre-war years from 1935 to 1939. Remember, the meat which consumers are not receiving is going to feed our armed forces in a fashion that makes them the best cared for fighting men in the world.

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Success story—country style

Rural Georgia community has developed a combined cannery, freezer locker, and school cafeteria from small beginnings.

• The district around the Valley Point School in Whitfield County, Georgia, counts its pennies and doesn't rush into new-fangled "improvements" which require a big cash outlay. Yet this conservative Georgia community finds itself the owner of a combined cannery, freezer locker, and school cafeteria plant that has become an instrument and a symbol for a better way of living in the neighborhood. A better way of living in concrete terms, such as school lunches, more Victory gardens, farming planned to raise the standard of family eating, perishable "surpluses" preserved and stored away for later use.

Local citizens are quietly proud of this—their own community plant, which has developed from a small beginning into a going concern valued at about \$30,000.

Thanks to the community food preservation center and to reimbursement by the War Food Administration, for food purchased under the school lunch program, children attending the Valley Point School can buy all the lunch they can eat for 10 cents. A balanced lunch, too, with milk, a main dish, such as meat or eggs, several vegetables, and fresh fruit. Boys and girls who do not have a dime to spend for the lunch can eat the same bountiful meal "for free."

The community food preservation center has also helped people to eat better in their homes. Many families that used to eat meat mostly at hog-killing time, are now raising and canning or freezing beef to give themselves a year-round supply of meat.

Victory Gardens and pastures for producing livestock for family needs have been cropping up again on many farms which had been allowed to go idle. It's a new way of farming based on the needs of the people and the soil—a reverse of the old one-crop system under which the overworked soil yielded progressively less and less, until at last many one-time farmers began to depend almost entirely on wages to buy food.

Like other communities, the one around Valley Point has had to make many adjust-

ments to the war. For instance, the manufacture of candlewick bedspreads, was hard hit by the recent set-aside order requiring that all military orders for duck and other war-needed cotton fabrics be filled before any more cotton is woven into bedspreads and such for civilians. Naturally many families have been hurt by the set-aside order. But with aid from the community food preservation center, many families have developed a live-at-home program with part-time farming to supplement their factory jobs. As a result they feel prepared to weather out the conversion period during the war and the reconversion period after the war.

How did it happen?

How did it happen—this quietly successful three-way community enterprise, which combines a cannery, freezer locker, and school cafeteria under one roof?

Naturally it didn't just happen. Success stories don't. And the growth of the Valley Point project is no exception.

The school principal, who is also vocational agricultural teacher, the trustees, and the community *have worked together* to make the most of what they had. They've gone ahead a step at a time, getting help wherever available—whether reimbursement for food purchases and surplus foods for the school lunch program from the War Food Administration; WPA labor in building the original plant; or information from Department of Agriculture bulletins.

First, a small cannery, then a cafeteria added; the cannery enlarged; a freezer locker installed; more freezer space added. All paid for too, except about \$4,500 in notes. And none but the original small investment of about \$500 in the original cannery came out of tax money.

Prime mover of this sturdy enterprise is earnest, persuasive I. V. Chandler, principal of the Valley Point School. From the time he came to them in 1935, he knew and understood the people of this community. He became one of them, saw their problems, and



Lowering cans of meat into the retort for processing at the Valley Point Cannery.

talked their language. So naturally no high-pressure promotion tactics went into the slow building of this substantial enterprise.

From small beginnings

When Chandler came to the school there was a small cannery, with a total floor space 24 by 36 feet. It had been built with some school funds which had been saved, plus about \$250 borrowed against future taxes. The first year, only about 2,000 pints of food were processed in the cannery—but it was a beginning.

Chandler's first efforts were directed toward expanding the use of the cannery as a means of promoting a live-at-home program in this community of small farms.

The cannery grew in usefulness, as the school children took home first-hand reports about neighbor families canning enough for their winter needs. Night classes in agriculture for the grown-ups also helped to boost

the cannery, as farm families studied and learned more about ways to better conditions of farm living.

By 1942, the cannery was processing at the rate of 21,000 pints of food a year. It was beginning to be pinched for space and Chandler, for one, felt that, in addition to expanding the canning facilities, freezer locker space should be added. The principal had to work very quietly at first. It wouldn't do to rush things. Nobody in the community knew anything about freezing food—and as a result everyone was pretty skeptical about it.

Cafeteria added

So in making recommendations for a school cafeteria to be added to the cannery, Chandler didn't dare push openly for a freezer plant. But he saw to it that the building plans allowed enough storage space in connection with the cafeteria kitchen so that part of it could be spared for freezer locker space . . . if the time ever came.

Chandler's plans looked all right to the school trustees, except they couldn't see why he wanted so much storage space. He argued that they would need room to keep the surplus food which the Government would supply them for school lunches, and the trustees finally agreed to allow about \$2,300 for enlarging the building.

So the present plant took shape around the original cannery. It's an unpretentious but workmanlike building with a floor space 154 by 40 feet.

Winning over the community to the idea of venturing to build a freezer locker took more doing, however. The Valley Point people definitely had to be convinced. But how? As a starter Chandler took three leading citizens to Knoxville, Tenn., to see a freezer locker plant. "If the delegation wasn't frozen against the idea before they visited the freezer project, they were decidedly chilly after they came out from a tour of the cold-storage warehouse," as Principal Chandler laughingly recalls.

Then one day the principal had a new idea. Why not persuade some of the influential families to let him try freezing some of their meat in the ice-cream freezing cabinet in the schoolhouse for a sample?

Chandler remembers still the hard look which one farmer's wife gave him as he coaxed, from her reluctant hands, a steak she was about to can and popped it into the ice-cream freezing unit. Not till sometime later did the principal hear that she "didn't

like it a little bit, the way Chandler was fixing to ruin some good meat for her."

But this confession was made months afterward just after Thanksgiving, when the lady reported that the frozen steak was the best she had ever eaten. For her it meant a good Thanksgiving dinner. To Chandler it was progress toward that freezer locker.

A community venture

When Valley Point came to build the freezer locker plant in 1942, it was a community project. Forty families in the community each signed notes for \$40 to guarantee the loan needed to finance the project. The money was to be paid back through rental of the lockers. It's worked out that way, with nobody losing any money.

Again, the favorable reports from the school children brought in new customers for the food center. For the boys and girls sampled the frozen vegetables, fruit, and meat in the school cafeteria and found them good. Whereupon, the parents heard and got curious.

The frozen locker project has grown steadily in popularity. Many of the original sponsors who rather reluctantly signed up for one locker, now rent three.

Beginning with 65 lockers, the freezer plant has been expanded to accommodate 300 lockers. This was possible without building any addition to the building because of the "excess" storage space which Chandler's cafeteria plans had provided.

Outlet for abundant foods

Actually the principal was not stretching the truth when he said the school cafeteria would make good use of the storage space. It does provide excellent storage facilities for food supplied by the War Food Administration. Witness, the stocks of frozen eggs which the cafeteria uses for cooking. Uncle Sam bought the eggs as required by law to support prices to farmers. The Valley Point cafeteria, like thousands of other school lunch projects throughout the country, makes good use of eggs, snap beans, and other good foods which WFA buys during the heavy production season to avoid waste and to maintain prices during market gluts.

With equipment for quickly processing perishable foods when they are abundant, the Valley Point lunch program is also in a position to buy foods at the time when they are in local surplus. The school cannot undertake to buy all the surplus truck that farmers have to sell, but timely purchase of a batch of turnips or tomatoes when they are *going begging* results in a saving alike to the farmer and to the school lunch fund. Chandler demonstrated this last fall by laying in a supply of turnips at 70 cents a bushel. A few weeks later less desirable turnips were offered at \$1.50 a bushel.

Better lunches for children

It's school policy to buy enough produce from any farm family that is interested in such a deal to provide lunch tickets for all members of the family attending the school. While this may not be a great windfall as reckoned in dollars and cents, this method of doing business with the community, for the community, pays dividends from the standpoint of the health and welfare of the children. About 100 school boys and girls, whose parents lack the means to pay for the school lunch, get free lunches. And yet the Valley Point school cafeteria manages to make ends meet with the aid of the food preservation center. About six hundred meals are served daily at the rate of 10 cents each on a meal-ticket.

Asked if the cafeteria ran a deficit, Principal Chandler summed up the situation: "No, ma'am. If we had a deficit, we'd have to quit, so we don't have a deficit."

Yes, the school lunch is an integral part of the Valley Point school and the parents and teachers feel that it must not quit. When the cafeteria was first opened, a check was made with the teachers. They reported a



Good eating in our freezer lockers! Principal Chandler and a school trustee agree.

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noticeable improvement in scholarship and attendance among those children who probably hadn't been getting adequate diets.

Better markets for farmers

From a strictly market standpoint, the school-lunch, food-preservation project has an indirect effect in developing markets for local farmers that is even more significant than the considerable purchases made to stock the cafeteria pantry. The food center has stimulated the sale of surplus garden truck to families in the nearby towns—many of whom are too busy, or don't have garden space, to grow their own. A number of Dalton housewives have put in standing requests to be notified when farmers have extra peas or tomatoes or beans or fruit to sell.

Jim Jones is one of the many local farmers who can bear witness to the benefits accruing to the community from the food preservation center. His family sold about \$300 worth of "surplus" vegetables last year after canning and freezing all they could use for their own table. Townspeople who heard about the vegetables through the Valley Point food center, came out to the Jones' place and picked and hauled the stuff away.

Town families were able to can or freeze their own vegetables and fruits quickly in the community food center. Many of them would not have been able to spare the time for tedious, old-fashioned canning.

As a farmer, Jim Jones mightily approves of what the food-preservation center is doing to help farmers preserve food for family use and to expand markets for the crops they grow. As the father of a Marine who is serving somewhere in the Pacific, Jones is doubly glad that Valley Point is adding to Uncle Sam's food arsenal.

Last year 65,000 pints of food were processed in the Valley Point cannery; about 40,000 quarts of fruit and vegetables were stored in the freezer locker; and 60 to 70 thousand pounds of meat were frozen.

When the freezer locker project was still in the discussion stage, there was some objection on the score that it would take business away from the cannery. The opposite has proved to be the case. For while some individual families now use the freezer storage in preference to canning, others take advantage of the cooler facilities for chilling meat before canning it. Before the cold-storage facilities were installed farm families weren't able to can meat until after the cold weather came.

Thus, the practical capacity of the cannery



These Florida housewives are canning tomatoes at a community food preservation center in Jacksonville. About 6,000 communities have such projects, large and small.

for processing meat has increased. Also, more people tend to try out both the cannery and the freezer locker as these facilities become better known in the community. So new customers are continually being added.

At times the plant has had more work than it could conveniently handle. On Thanksgiving eve, for instance, Chandler was hard at work cutting beef for freezing until nearly 11 o'clock at night.

One reason why the food center is so rushed helping farmers prepare their meat for freezing is that many farmers have jobs in war plants.

Take Bill Calloway, for instance. Since his laundry plant is taking priority orders sterilizing rags for wiping cloths, he hasn't the time for readying his winter's meat supply that he would have had back in the days when his laundry washed candlewick bedspreads for the tourist trade.

So the Valley Point plant works longer and harder to prevent absenteeism and at the same time to enable farmers to put their meat supplies in storage. A nominal charge is made for this extra service and the extra money taken in goes to pay the indebtedness still outstanding on the equipment. Patrons from outside the school district are charged a slightly higher rate for lockers and services than are families living in the Valley Point School District. The plan is to reduce charges somewhat when the equipment and plant are entirely paid for—but meanwhile Valley Point considers itself fortunate to have its own food preservation center.

The plant belongs to the community. The modest white frame building bears no inscription but its motto might well be, "Make the most of what you have."

Lumber for the original cannery came from one of the eight schools which were replaced by the new brick consolidated school at Valley Point. The plant has grown to more than seven times its original size, with cannery, freezer locker, and school cafeteria all housed under the same roof—new sections having been added to the first small cannery, as needed. So housed and operating under a single manager, the plant is geared to make full use of equipment, supplies, and labor. The same steam pressure which heats the canning retorts serves to sterilize milk glasses in the cafeteria. If a rush job comes up to preserve perishable vegetables for the school cafeteria, workers are shifted to it from the cannery.

For the future—when labor isn't so hard to get—the Principal has in the back of his mind a plan for an abattoir, so that there will be slaughtering facilities connected with the cannery and the freezing plant.

Truly the Valley Point food preservation center stands as a continuing challenge to this community and to other communities to make the most of what they have—and to keep building with an eye to the future.

One of many

This is the story of how one rural school district in Georgia has built up a food preservation center and school lunch program which is performing a vital service to the community. The Valley Point project is only one of 6,000 food preservation centers which have grown up in rural and urban communities and which are designed to conserve food supplies for better wartime and peacetime living.

If your community wants help in setting up a food preservation center, free advisory service is available from the War Food Administration, Washington 25, D. C. Also WFA cooperates with the Office of Education and the Extension Service in conducting food preservation training workshops.

How good is it?

Our Uncle Sam shops by standards to get an answer to that question. Why don't you?

• The world's biggest shopper this year of 1945 A.D., is a careful old gentleman with long whiskers, striped pants, and a tall hat with stars on it. And is he particular! The things he has to know about every item he buys! And a good thing, too, we might add, since it's your money and mine he's shopping with.

All of which is to say that the U. S. Government makes all its purchases according to standards and specifications. This isn't a wartime innovation. It has been going on for a long time in some form or other. In fact, the framers of our Constitution were conscious of the need for standards and included a recommendation for standard weights and measures in Article I of that historic document. The vast needs of war have caused the formulation of specifications for hundreds of new products. There must be no guesswork in the purchase of these items. They come up to standard, or else. And a standard, according to Mr. Noah Webster is "That which is established by authority, custom, or general consent, as a model or example; . . ." More recently shoppers have enlarged that definition to tions of the useful characteristics of commodities, drawn up and applied in use, in such dities, drawn up and applied in use, in such manner that consumers generally will be able to know the relative quality or usefulness of different goods for different purposes."

Several agencies of the Federal Government establish standards and specifications for all kinds of goods the Government buys for the armed services and its various departments. Many others cooperate with producer groups and trade associations which are working to set up standards within their own group for their products. The standardization and simplification enforced by war have done much to expedite our unparalleled production. When peace comes, consumers may have a much better understanding of values based on standards.

Post-war consumers will include several

million service men and women who have been wearing and using and working with things that come up to U. S. Government standards. They will be quality-conscious—impatient with any product that fails to give satisfactory performance. Thousands of workers from war plants will have acquired a professional respect for anything that is precisely made—that meets a standard.

Added to these groups will be that vast home army of housewives—those heroines of the ration book. They have been learning about standards, too, in a left-handed sort of way—mostly in a wishful-thinking sort of way, because they kept hearing about them and wishing for some quality indication to guide them. You can't take a shoe apart, for instance, to see how long it will last. (And when your shoe Ration Stamp is gone, it's gone even if your shoe soles did melt away into pasteboard in the first hard rain.) You can't tell how the inside of an upholstered chair is made, or how long it will last, any more than you can tell what's inside a can of "super-duper" vegetables.

So don't ask the little woman if she doesn't know there's a war on. She knows all right, and word is getting around that she is making post-war plans. The *New York Times* predicts "Swift renascence of merchandise standards and consumer informative labeling in the post-war period." It continues, "Quality deterioration of many types of goods has been notable during the war period. This, of itself, will make for a sharp rebound when merchandise once again becomes more freely available. Better definition and control of quality will become paramount.

"Consumer groups, even during the war period, have been pressing for merchandise standards keyed with price and are likely to exert an extremely powerful influence during the post-war period. Better goods at lower prices will be their objective.

"Retailers and manufacturers are fully aware of this and many of them have plans well in hand to take the lead in buying according to standards and specifications, and in training sales people in use of labeling to provide the customer with essential data on merchandise."

The *Canning Trade* for December 25, 1944, scolds its readers, the canners, in a first page editorial on irregular quality in recent packs, and warns them: "But you know the old adage, 'Beware the woman scorned,' and she feels scorned when she buys a package that she is forced to take on faith, since few if any of them tell her on



Navy shoes of all types must be ready to "take it" at all times. High standards of quality are maintained by constant and thorough inspection in the Shoe Inspection Laboratory.

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On page 1, column 1, under the heading CONSUMER GOODS STANDARDS BACKED, the *Journal of Commerce* for January 15, 1943, reports on a conference between 50 business leaders and the Department of Commerce. Object of the conference was "to make recommendations as to how the expanded need for national standards may best be met." . . . "the demand for coverage of consumer goods was particularly strong."

With so many standards set during wartime with such a high percentage of young consumers standard-conscious, the case for standards becomes clearer to more people every day. But there's work to be done. One hitch will be, getting these standards translated into consumer terms and on labels affixed to the retail article that the consumer buys. And another hitch will be defining and empowering those who will police the use of the standards on the label, and test the product to see that it meets the standard.

Standards—a common language

Buyers and sellers in retail stores and markets seldom speak the same language—do not have the opportunity to speak the same language as is given other sellers and buyers from the producer to the retailer. The manufacturer or producer sells according to standard, the processor, the whole-

saler, and the retailer all buy according to standard. They speak the same language. They know what they are talking about. (Can you imagine any of these operators paying attention to prices without knowing quality and quantity?) But there, too often this common language stops. The buyer in the retail store or market can't talk that language because he hasn't had a chance to learn it. When standards are stated on labels so that shoppers understand them we'll all be talking the same language.

What is it that housewives and other shoppers want standards to tell them about the things they buy? They simply want an answer to their age-old question, "How good is it?" That means, for one thing, "How long will it last if I use it as the seller advises?" For another, "Is it the best I can get for the money I can afford to put into it?" In short, "What standard does it come up to?" They do not ask to have trade secrets divulged, but they do want some technical information on manufacture and performance stated simply. How else can they compare values? Everyone knows that price is no criterion, without some statement of this kind.

Weights and measures are examples of standards that both buyers and sellers understand, one that commerce accepts as a practical necessity. When scales and measures are accurate and standard, buyers and sellers can speak the same language.

Wartime gains

Now let's see what are some of the standards brought into use by war needs, which ones we would like to keep, and how we can set about doing it.

Take tin cans, to start with.

Tin imports dropped when the war began. To make our stock of tin on hand go as far as possible, the War Production Board said in effect, "Let's not make so many different sizes of cans." Manufacturers got together and decided they could get along with fewer sizes instead of the 155 that were then in common use. In general, three sizes of cans are now used for fruits and vegetables—Nos. 2, 2½, and 10. Fruit juices and tomato juice are packed in No. 2, 3-cylinder (about 46 ounces), and No. 10 cans. Condensed and evaporated milk is usually sold at retail in cans holding 6 ounces and in cans holding 14 or 14½ ounces. A larger number of can sizes is permitted for fish and shellfish, and for meat and meat products, but the number now in use is smaller than before the war.

So, at one stroke, war did what thousands of shoppers had wanted for years. Can sizes were standardized for the duration! Without this uniformity in size of cans, rationing would have been far more complicated—just as shopping had been. When, at last, rationing is only something to reminisce about, and "business as usual" begins again, will housewives demand the convenience of this wartime simplification of sizes, or will they again have to worry through a maze of sizes, never sure how much they are paying for what they get? For this order, reducing the number of can sizes, and several other orders which have made life simpler for consumers were issued by the Federal Government under Emergency War Powers, to be effective only for a specified time after the end of the war. They were issued for various reasons: To save material; to simplify Government buying; to improve the Nation's diet. Unless the States pass legislation to take the place of these orders before they expire, civilians will lose one of the few wartime gains.

The enriched bread for which standards were set early in the war has been of incalculable benefit to the Nation's health. The standard for bread was set after nutritionists had shown how great the need was. Processors, the baking industry, nongovernmental and Government people worked together on the formula and agreed on its final con-



How much cold will these Army gloves keep out? In the Climate Research Laboratory at Lawrence, Mass., two kinds are being tested by the bolt operation method.



"Best coffee in the world," say Navy men. Tests see that it meets that high standard.



Quartermaster technicians test canned food to see that it comes up to specifications.



Tensile strength of textiles for Army use is tested in the Quartermaster's laboratory.

tent. This formula was then made mandatory by the Federal Government, for the duration of the war. In peacetime, it is the function of the separate States to set and enforce standards of this kind. Some States have already started legislation for permanent enrichment standards similar to the existing one, for bread, or flour, and for corn meal and grits.

In the textile field, all of us have heard, perhaps with a touch of envy, of the wonderful waterproof fabrics used by some of the armed services. So it is a pleasure to report that recently the trade announced they had agreed on standards for water-repellent fabrics (raincoats, etc., to you and me). Water-repellent fabrics which meet the standards they have established through a series of tests will be so labeled. Manufacturers of garments from these fabrics will be supplied with tags which identify the fabric and tell the buyer what standard it meets. They hope that consumers will learn to look for this tag and recognize what it stands for.

Standard for wool

Shoppers have had 3½ years' experience now in using the Wool Products label, which became effective in July 1941 under the Wool Products Labeling Act of 1939. This label, which every wool product must carry, shows the percentage of new, reprocessed and reused wool in the fabric. If it contains more than 5 percent of any other fiber, that must be indicated, too, along with the percentage of any "loading" or "filling."

In recommending this fiber-identification label, an official of the National Association of Wool Manufacturers said, "We believe that the consumer has a right to know what he or she is buying. We have, ourselves, supported labeling regulations, knowing that there was a very substantial amount of misrepresentation in the sales of so-called wool products, which contained varying amounts of wool." And the Consumer-Retailer Council, composed of business associations and consumer groups, said, "No one has been able to suggest a sensible reason why consumers should not have this information expressed in simple, understandable, and helpful language." From these remarks we see that consumers are not alone in wanting and needing standards. Increasingly, trade groups are acknowledging their value to each other, and in retail trade.

But, since the Government as we said in our opening paragraph, is the largest buyer it is only natural that more standards have

been drawn up by Government departments. The National Bureau of Standards under its certification plan draws up and distributes lists of the sources of supply of various commodities produced according to Federal specifications. The firms on this list have indicated that they are "willing-to-certify," upon request, that their product complies with Federal specifications. This, of course, is a voluntary standard insofar as the trade is concerned.

Mandatory, or legally required standards have been enacted by many State legislatures and municipalities for various things—eggs, butter, containers, milk, etc. The Food and Drug Administration sets minimum standards for foods. The law does not require quality labels on the containers, but it does require that food found to be substandard must be plainly marked as such. If you have ever turned over a bin of "bargain" cans in a low-grade market you have probably seen the purple stamp *Substandard* on some of them. These foods are good foods, and nutritionally sound, but below standard in quality. They have a price incentive, and are valuable for certain uses. The law does not prohibit the sale of substandard products but does compel the packer to state the quality. (Standard for quality grades will be discussed in a later issue.)

Safety standards

Standards for safety and health are important parts of civilized life. We take them for granted—if we are at all conscious of them. When we move into a new town, we are apt to accept the fact that the water is safe—even if it tastes a little different from the water we've been used to. Few of us ever realize that there is a standard of purity set by the U. S. Public Health Service, which a watchful municipality will enforce. In fact it comes as quite a shock to the majority of us to be warned about the water when we go camping or traveling.

When we buy a new toaster or an electric iron we aren't afraid we'll set fire to the house or be electrocuted. Many of us—but not enough—have learned to look for a label on such equipment which indicates that it meets a standard of safety agreed upon by the manufacturers.

Yes, we are surrounded day and night by standards, from the moment we take in the milk (produced under standards of sanitation) until we take our last sip of water (tested for standards of purity). Let's get acquainted with them.

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Spiralin

A home with a ceiling

... means that 91 million consumers are protected from spiraling rent costs and unwarranted eviction.

• Bargains in most consumer goods are out for the duration. But here is a bargain just unearthed that should impress even the shrewdest shopper: In return for savings of a billion dollars the Nation paid only about 11 cents a year per taxpayer. That's how much it costs to hold down rents in the United States.

If rent control had not been authorized, rents during 1943, the first full year of this phase of the anti-inflation program, would have risen an extra billion dollars. Since rent represents between a fifth and a quarter of the average tenant's monthly expenditure, such a billion-dollar increase would have made a serious dent in consumer expenditure for other necessities — particularly food, which is the only other single item larger than rent in the budget of moderate-income families.

An extra billion dollars spent on rent would have meant less nutritious food, less medical and dental care, less education, less transportation, less insurance, less savings and bond purchases. It would also have meant less living space for the families of war workers and servicemen. Unable to meet rising rent costs, families would have had to double up. Low-cost housing areas, overcrowded even before the war, would have become more congested and the social results of such congestion — disease, rowdiness, crime — would have increased many times over. Uncontrolled rents in war production centers would also have meant less of the tools of war. For no matter how willing a worker might have been to do his share at a shipyard or airplane plant, he could not continue indefinitely to pay anywhere from 7 to 15 dollars a week for the use of half a cot for half a day in a room packed with 11 other cots, as was the case in some areas during the first months of the defense production program. Neither could he maintain health and working efficiency. High rents for inadequate shelter forced many workers to leave war-production areas and prevented the recruitment of essential labor.

Spiraling rents not only would have con-

tributed to ruinous inflation and war profiteering but would have had a very detrimental effect on family life, in many cases separating the worker of the family from the rest of the members because he could not find or could not afford suitable living quarters near his place of work.

The spiral starts

The theory that in a free economic system the price of a product is determined largely by the demand in relation to supply holds not only for such consumer items as food and clothing but also for rent. Long before the war, during the early 1930's, it was widely recognized that housing facilities, particularly for low- and moderate-income groups, were not only inadequate but were far below demand. A survey made in 1930 revealed that at that time there were only three new housing units available for every five new families who wanted them. Demand for new housing was estimated at a minimum of 1 million units a year for 10 years. Later surveys revealed an even greater demand in certain areas and among certain income groups. In addition, many of the individual houses and multiple units occupied were rated as substandard, badly in need of repair or replacement.

During the pre-war period, the rate of in-

crease of families far exceeded the rate of home building. Each year the reserve demand for housing increased. The families that shared living quarters during the depression years in order to economize also were part of this reserve demand. Even before the war intensified the housing shortage, then, there was already both a high actual and a very high potential demand for adequate dwellings.

As soon as the war production program created new jobs and increased the wages of industrial workers the move to better homes was on. The unprecedented demand for housing soon caused a serious drop in vacancies — the lowest vacancy rate in many years. A survey covering housing in 25 cities showed that for small structures vacancies had dropped from 8 percent in 1939 to 1.1 percent in 1943. In another survey of apartments in 25 cities it was reported that vacancies had dropped from 9.9 percent in 1939 to 1.4 percent in 1943.

In addition to the normal housing demand resulting from higher incomes, there was the extraordinary demand in some cities created by the large influx of workers to heavy production areas. In Baltimore, for instance, more than 135,000 new people came to the city during a 3-year period. Similar population increases occurred in



other war centers—Mobile, Seattle, Birmingham, Norfolk. In many instances population soared in those areas where housing even in peacetime had been inadequate for the normal population. It was not unusual for a small town to be flooded overnight with families of soldiers who had just been stationed in a nearby army camp.

With increased demand came increased rents. Desperate for living quarters, war workers were competing with each other for shelter of any kind and offering to pay two and three times as much as the rent would normally be. By the spring of 1942 the rent index had risen 5.3 percent. This was a national index arrived at from a cost-of-living survey conducted by the Bureau of Labor Statistics in 34 large cities scattered throughout the country. Percentage increases, however, were much higher in the war centers. With September 1939 equal to 100.0, the rent index for Mobile, Ala., for instance, rose to 126.0; in Seattle the rent index hit a high of 115.0; in Birmingham the index stood at 117.7.

With increased demands came also increased use of makeshift dwellings and increased overcrowding. Chicken houses were converted into apartments, garages were made into sleeping rooms, beds were rented at exorbitant prices on a 12-hour basis. An army captain in California reported that of the 76 army families investigated, 54 shared both kitchen and bath with from 2 to 12

other individuals; only 12 had their own kitchen facilities; 22 lacked even a wash-stand; while 2 families had no bathing facilities of any kind.

Children became the No. 1 casualty of house hunting, as landlords had no trouble renting their dwellings to tenants who would presumably be less wearing on their property. At the War Housing center in Louisville, Ky., for instance, 75 percent of the applications for emergency shelter were from families with children.

Very soon the shortage of housing and the consequent spiraling rentals threatened to have a serious effect on production in the war plants. Recently a personnel manager for a large airplane factory near Baltimore, Md., said that the housing situation in his area was so bad that workers were quitting essential, well-paid jobs and moving away from the city because of the intense housing and rent crises. In some cases, workers would be able to find suitable quarters at reasonable rents, but in a few months they would be evicted so that a new tenant who would pay a higher rent could move in. The new tenant would, in turn, be evicted for a higher-paying tenant. Poor housing created poor morale which took its toll in production records.

The pressure goes on

At this point, however, controls were inaugurated. The Emergency Price Control Act was passed in January 1942, with rent control recognized as an integral part of the program to keep down the cost of living. Under the authority of the act, the OPA Administrator was given the power to designate certain areas as "Defense Rental Areas" and to recommend that local authorities take action to stabilize rents. If within 60 days such stabilization had not materialized the OPA could then establish Federal controls.

Although rents in the District of Columbia are controlled under an individual Act of Congress, the method used in the Nation's capital became the pattern for later rent control throughout the country. January 1941 was fixed as the Maximum Rental Date for the District. This meant that rents generally were limited to the level prevailing during January 1941.

In June 1942 the same method for controlling rents went into effect in 20 areas scattered from Baltimore to Seattle. By September 1942, 135 communities had been designated Defense Rental Areas; by November, a total of 287 areas were established; by June 1944 there were 396; and by February 1945, there was a total of 411 tie-in rental areas. At the present time more than 15 million dwellings and approximately 490,000 hotels, both high-cost and low-cost, in big cities and small ones, in the North as well as in the South have fixed rents. Areas with a population of more than 91 million are protected to a material degree against increased rental costs and unwarranted evictions. All owners of property, whether first or Defense Rental Areas or not, together with the Nation as a whole have been protected from inflation and all its resultant evils.

For almost 3 years now ceilings on the cost of shelter have been successfully applied. To do this has taken endless hearings, petitions, and settlements, as well as patience, understanding, and justice on the part of both paid and volunteer workers in the local and district rent control offices. During 1944, for instance, more than a million tenant cases were processed and more than 350,000 landlords petitioned for adjustments. In addition, the rent offices handled almost 7 million personal interviews and made more than a million inspections of living quarters to gather facts relating to rent adjustments. The rent department also still millions affected through of rising costs from the beginning. At the present time special efforts are being made to regulate rents good, there and too many bad. The success of the program depends on the participation of all concerned.



Children love to scribble but persuade them to confine their energies to the usual medium — not wallpaper! OPA says that 3 years is the normal interval for re-papering.



If heat is wasted, maintenance costs rise and that may increase your rent.

processed the registration of 3,380,775 housing units, representing accommodations first put on the rental market in old areas as well as units in new areas brought under rent control in 1944.

Tenant cases have included deciding whether a new-born child was a "bundle from heaven" or a "nuisance" not included in the lease, and the threatened eviction of a Chicago woman for creating a nuisance by snoring loudly. (In both of these cases, incidentally, the court ruled in favor of the tenants.) There have been cases of illegal tie-in rentals where prospective tenants have been offered dwellings at the rent ceiling of 490, provided they purchased the furniture or cost, in appliances, selling for 2 to 3 times the normal price. Most tenant complaints concern reduced services, such as heating, trash collection, small repair and maintenance work. Occasionally, tenants have encouraged violated evictions—bribes for having their names placed first on the waiting list for vacancies, her with bonuses, excessive deposits, payments, etc.

Although the number of cases handled daily in the rent offices are many, there are still millions of tenants who have been protected through rent control from the fear of rising costs in essential commodities and from the fear of eviction.

At the present time the OPA is making a special effort to improve adherence to rent regulations. Although the record is generally good, there are still too many overcharges and too many unregistered dwellings to permit the community to feel complacent about the success of rent control. The OPA knows that as a program becomes older and the benefits become accepted as a matter of course, there is always the tendency for participants to relax vigilance. This year is no

time to lower the bars. The shortage of housing continues; the migration of workers to production areas is still going on; and together with automobiles, radios, and other consumer durable goods, houses must be made to last longer. Every effort must be made to continue the Victory over inflation.

Since July 1942, when rent control became widely effective, the index of rents in the United States has been stable. This is a healthy sign. But the index does not tell the entire story. Some rents have gone down since July 1942. Others, with the permission of the rent office, have gone up. And the numbers of rents that are illegally above the ceiling still require local action—from the tenant as well as from the OPA's enforcement officers.

Rent stability won't last unless both renter and rentee understand fully their privileges and responsibilities. To further this understanding, the OPA has drawn up some suggestions on how a community can help to protect rents:

1. Organization of a volunteer Rent Control Committee which will:
 - A. Get full information on all phases of the program through a conference with the local OPA Rent Director.
 - B. Make sure that all tenants have in their possession or can see a copy of the Registration Statement for their dwelling which indicates maximum rent together with furnished services and equipment.
 - C. Report overcharges or failures to register rents to the local OPA.
2. A community-wide program of home care and conservation of household equipment and services will help materially to maintain present rent levels by holding down landlords' expenses of operations and upkeep.
3. A "Rent that Spare Room" drive will also aid rent control.



Watch that broken plaster, Mother! It could mean higher rent.



Without rent control, more families would have been crowded into substandard housing and incidents of rowdyism, juvenile delinquency, and petty crimes might have multiplied.

These and many other suggestions for community participation in a community problem can be obtained through the Area Rent Office. No program can succeed without the full knowledge and cooperation of all concerned.

It is important that tenants know that the OPA will enable them to recover overcharges. During 1944, for instance, nearly five million dollars were refunded to tenants living under rent control, by OPA actions. A large share of these refunds were in repayments of excessive security deposits. In a Virginia housing development, recently, 1,800 tenants received \$125,000 refund on their security deposits because of an amendment to the control act restricting the collection of such security deposits by landlords.

No one now can say how long the rent control program will be needed. In a recent statement, OPA Administrator Bowles, discussing the future of the rent control program said:

"Many areas will permanently keep a large part of their wartime population. Others may even grow after V-E Day as the character of the war changes and new wartime activities develop during the final stages of the war in the Pacific . . . It is obvious, too, that it takes longer for supply to catch up with demand in housing than in any other field . . . It takes time to plan, secure materials, and build apartments or large groups of houses."

Work clothes come home

● Slacks, caps, coveralls, jumper dresses, and other scientifically designed work clothes are helping many a girl farmer or factory worker to do a better job for her country.

Now and again, Mrs. Homemaker hears her war-working sisters toss off a compliment to "the right work clothes"—

"... plenty of room for reaching and bending, and they fit, too, . . ."

"... pockets big enough, and where I want 'em . . ."

"... nothing loose to trip on or catch things . . ."

"... a cinch to wash and iron . . ."

"... smooth-looking lines . . ."

And Mrs. Homemaker, thinking of the clothes she wears as she wields saucepan, broom, and Victory Garden trowel, may have wondered—

"Why can't housedresses and aprons be studied and improved by clothing scientists?"

They can, and they have!

At laboratories of the Federal Bureau of Human Nutrition and Home Economics, clothing specialist Clarice L. Scott and her staff, who have designed outfits for women on farm and factory jobs, have turned to designing round-the-house work garments.

In 15 new designs for housedresses and aprons, the specialists have stressed the same features that they found important in farm and factory outfits:

- Free action and coolness for comfort.
- Safety features for stooping, reaching, climbing.
- Time-and-energy saving features . . . easy to make, to put on, to launder.

● Durability . . . sturdy material and workmanship.

● Attractiveness . . . simple, streamlined.

So, if Mrs. Homemaker looks over her wardrobe and decides that a new housedress or apron rates a priority on her *must* list for spring, she can make use of this research to choose functional work garments.

As every patriotic homemaker knows, this is no time to buy or make any clothes, even work clothes, that aren't really necessary. Our fighters in the tropics and other G.I.'s, too, are needing so much cotton fabric that supplies for civilians will continue to be limited for some time to come.

Though there probably will be little more yard goods available in the next few months than there was last year, the Office of Information and the War Production Board are trying to see that better use is made of what fabric we do have.

For example, so that homemakers everywhere—on farms as well as in cities—will be able to get their fair share, more seersucker, gingham, percale, and other piece goods are being sent to rural areas and small towns. Wherever she lives Mrs. Homemaker is likely to find more popular-priced yard goods, and ready-mades, in the stores this spring.

• • •

Let's tag along with one Mrs. Homemaker, Sally Brown, who needs some new work clothes and is going at her problem in strictly 1945 style . . .

Before she starts downtown to scout around for suitable cotton material, Sally

cannily decides it's a good idea to have a searching party at home first. There might be enough yardage for a dress, or at least an apron, in the check gingham she didn't need last year for her teen-ager's school wardrobe.

When she goes shopping for round-the-house work clothes, Sally gives ready-made or pattern-and-fabric makings the once-over—checking according to pointers suggested by the clothing specialists to see if the dress or apron has what it takes for home front duty:

AT FIRST GLANCE . . . she eliminates the fussy, impractical little numbers be-decked with ruffles and dangling bows and appliqued flowerpots—tricky trimming can't make the housedress. And she breeze by a "cute" apron that has nothing to offer but heart-shaped pockets. Sally got stung on one of those before.

But she isn't going to be any plain Jane in her work clothes. She spends most of her time in them, and says that's reason enough for making sure they're attractive. So, she looks for a ready-made or buys a pattern that is streamlined and styled in simple good taste. Then she checks over specific features of the dress or apron.

FABRIC . . . Best for housework are medium-weight cottons that can be worn without a slip, say the clothing specialists. Smooth, slick-surfaced fabrics can save energy because they collect soil less readily than those with nap.

Sally looks for becoming colors—one that fit in with her kitchen, too, if she can find them. The print percale she selects is a wise choice because figured materials, especially those with colored backgrounds, remain presentable longer than plain colors that show every smudge and grease spot. To avoid a conglomeration of prints, clothing specialists advise an occasional geometric pattern in an apron which won't fight with a flowered dress.

NECKLINE . . . Should be large enough to permit pulling the dress over the head in a jiffy with no fuss, no strain, no mussed hair. Sally Brown agrees that collars and ruffles are neater, cooler, and easier to iron if they end at shoulder seams, leaving the neckline plain in back.

SLEEVES . . . are most comfortable, coziest, safest if they're short, so they won't

tangle on dishwater, for hot water.

BLOUSES

there is full and should be of "give."

APRON

should be Sally finds when she dough, or falling part.

WAIST

make a dress move freely shelf of the up Junior's blouse full safe because dangling belt the front kitchen rail.

SKIRTS

the bottom around the are quaint, catch a head stooping to down a ladder.

DRESS

enough to without straining the hair.



A step-into, one-job apron for cleaning days . . . this apron holds skirt up out of mop water and away from catching heels. Pocket hangs free from belt for convenience when stooping. With a little piecing, the apron can be made from a man's discarded shirt.

tangle on pan handles or dip down into dishwater. Shoulder wings or ruffles are cool for hot weather—or a hot kitchen.

BLOUSE BACKS . . . if cut for action there is fullness where it can respond to arm and shoulder movements. Sally wants plenty of "give" for reaching.

APRON SHOULDER STRAPS . . . should be of non-skid design. Otherwise, Sally finds they may slip down annoyingly when she has both hands in the biscuit dough, or trip her arm when she grabs for a falling pan.

WAIST BANDS . . . easy-fitted to help make a dress cool. Sally likes to be able to move freely when she reaches up to the top shelf of the cupboard or stoops down to pick up Junior's toys. Set-in belts hold skirt and blouse fullness where it belongs and are safe because they're flat. There should be no dangling bows or loose ties or belt ends at the front where they could contact the kitchen range and catch fire.

SKIRTS . . . need to be wide enough at the bottom for climbing, but fitted enough around the hips to stay in place. Full dirndlts are quaint, but Sally learned they are apt to catch a heel or get stepped on when she is stooping to low shelves or going up and down a ladder to wash windows.

DRESS OPENINGS . . . must be long enough to make slipping into a dress easy—without strain on the material or mussing the hair.

FASTENINGS . . . should be as few as possible to prevent gapping, and within hand range. Sally doesn't like being a contortionist when she must get dressed in a hurry. Washable, flat, medium-sized, smooth buttons are less likely to break or to tear buttonholes.

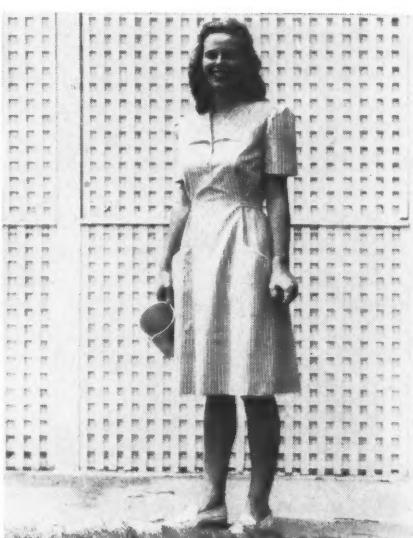
POCKETS . . . roomy enough for their purpose—generally should be big enough for a closed hand. According to Sally, skirt pockets are most convenient at hand level.

TRIMMING . . . must be as sturdy as the material, so that it won't get ragged while the garment is still good. Trimming will lie flat and be easier to iron if, like the fabric, it is preshrunk.

WORKMANSHIP . . . to be neat and sturdy a dress or apron needs reinforcements at the places that get the most strain—at pocket corners and where buttons are sewed on. Closely worked buttonholes cut with the grain of the goods are strongest. Sally hates thick lumpy corners that spoil the looks of a garment and make ironing slow.

To help homemakers like Mrs. Sally Brown carry out their ideas for functional round-the-house work clothes, the clothing specialists have prepared a new bulletin—Farmers' Bulletin, No. 1963—entitled "Dresses and Aprons for Work in the Home," which contains photographs and sketches of 15 original designs for house-dresses and aprons, including those pictured on this page. A free copy may be obtained

by writing the Office of Information, U. S. Department of Agriculture, Washington 25, D. C. Commercial pattern companies cooperating with the Government are now producing most of these designs in paper pattern form, thus making them available to home sewers. They may be recognized by the credit line: "Designed by Bureau of Home Economics, U.S.D.A." on the front of the pattern envelope.



Easy on the eyes, with easy-fitting, trim princess lines, this dress has action-back pleats; collar in front only, for coolness.



Easy to slip into, this coat-style surplice dress has a plain, collarless neckline and wings instead of sleeves for coolness.



This sturdy apron "has strings attached." Pull the drawstrings and it's a handy basket for pick-ups in and around the house.

These aprons provide non-skid shoulder straps, good protection, and handy pockets. Man's apron adjusts to any size.

Spades are trump

• America has slipped back to the spirit of the soil—a decided change for our increasingly urban civilization—with *every other family in the Nation* growing a part of its food in Victory Gardens.

You could see the change last year, and you'll be seeing it again this year as nearly 19 million gardeners get out their tools, packages of seeds, and fertilizer with the advancing warm spring days.

Chicago is a good example of the revival of the hoe. Last year you could see gardens everywhere—in the 2,200 community gardens; the back yard rows of tomatoes, radishes, lettuce; in the garden plots ringed by 40-story buildings; and in the blooming "blighted area" of Chicago's North Side where residents were advised not to plant because the soil was no good, but where gardening results were unbelievable. Thousands of grade school children in Chicago are converts of the soil. They have cultivated the many acres of gardens in the Windy City's parks under the expert help of experienced volunteer adult gardeners.

Factory gardens

In Middletown, Ohio, a manufacturing city of 30,000, Victory-Gardener employees were furnished space and help by every factory. And the city supplied plots for others. More than one-sixth of the population of this far from agrarian city were Victory Gardeners!

From Massachusetts' home gardens to the

tasseled corn growing in the back yards of millionaires at Beverly Hills, Calif., last year Victory Gardens were strung together by miles upon miles of fresh vegetables growing along railroad right-of-ways and acreage tracts. And this year American gardeners are asked to grow as many gardens and as much food as they did last year. There must be no let-down until the war is completely and definitely won. Enough food must be grown to keep our boys well-fed. An added incentive is that those who have their own gardens will be sure of getting fresh vegetables.

The flavor and quality of vegetables brought in from the garden and immediately prepared for the table are often so superior to those of store-purchased vegetables that Victory Gardeners eat more vegetables. This has had a beneficial effect on the diets of families who had never grown any of their own food before.

Change is gradual

Six miles from the Nation's capital, where people from all the States of the Union are gathered to help with war work, there is an apartment-house community called Buckingham. Last year was the second year that plots of land there were apportioned to Victory Gardeners, and it was a successful year, despite the worst drought in 70 years, as most of the dilettanti of the year before had dropped out. Of the 1,838 tenants, 400 were gardeners. It was easy to tell from

which part of the country each gardener came. Southerners grew lots of greens—collards, kale, chard—while northerners grew tomatoes, carrots, beans and—peas. There are only a few days in which experienced gardeners generally plant peas in warm Virginia, but grow peas the northerners would and did. Gradually as gardeners advised one another, and worked together, both gardening and eating habits were exchanged. This year it will be harder to distinguish between southern and northern gardeners in Buckingham, Arlington County, Virginia.

Gardening now a habit

During the 1945 growing season, home gardeners should be able to produce 40 percent of the Nation's fresh vegetables as they did last year. To our veteran Victory Gardeners, gardening is now a habit. And as time goes on, many authorities believe that one-fourth of all wartime gardeners will continue to garden, after the war is over, as a part of the richer and more abundant life.

In the rehabilitation of disabled servicemen gardening has already been emphasized in teaching them the re-use of their limbs and the picking up again of their skills. In a New Jersey hospital garden plot a young 6-footer, whose hands had been crushed, wept when the attendant gardener showed him how to pull a radish. He told her he had been a violinist and believed he would never be able to use his fingers again.

"Thank God," the woman said, "for a little radish."

City people and farm people alike will continue to grow gardens as many months as the growing season lasts in 1945. They won't need much urging. The soldiers in Guadalcanal who cultivate their own fresh vegetables; the officers in Italy who tend their gardens; 69-year-old Mrs. Catherine Benzo, Norway, Mich., who won a thousand-dollar bond as first award in the "Green Thumb" Victory Garden contest; high school champion 4-H Club member, Betty Peck, aged 15, of Gneiss, N. C., who won \$500 bond as high school champion; and elementary school champion, Rosalee Moravcik, 13, of Wankomus, Okla.; all these and more will be growing 1945 Victory Gardens in empty lots behind billboards, on farms large and small. On every tillable piece of earth this spring Victory Gardens are being dug—for Victory—for health—for fun—for good satisfying, economical food.



Six troops of Chicago Boy Scouts cultivated an area of 43,560 square feet last year and produced many bushels of carrots, corn, tomatoes, beans, and other vitamin-rich foods.

CG news letter

last minute reports
from U. S. Government Agencies

Increased requirements for war reemphasize the importance of consumers taking care of some of their food needs through Victory Gardens and home food preservation. Two new food orders require canners to set aside for war purposes about 61 percent of their expected 1945-46 pack of the 13 major fruits and juices (excluding citrus) and about 48 percent of their currently estimated production of the 15 major vegetables and juices. The anticipated decline in production of the principal canned fruits means that civilians will get about a million cases less of these products than they had last year. For the principal vegetables, the expected increase in production will just about take care of the increased set-asides so that civilians may get about the same amount of the 15 major canned vegetables as they had last year.

One in a series of drives planned by the OPA to enforce price regulations in the field of house furnishings will be applied to household lamps and lamp shades between February 15 and March 31. Retail prices of lamps and shades now average 50 percent above legal ceilings. The purpose of the present drive is not only to roll back inflated prices to make certain that home-makers can obtain what few lamps are available at legitimate prices, but also to protect against unfair competition the large number of concerns that are living up to the regulations. Consumers can help the OPA in its efforts to halt price increases by purchasing only those pieces of house furnishings that are absolutely essential, by careful comparison of prices, and by reporting all instances of suspected overcharges to the local OPA office. Wherever a manufacturer, jobber, or retailer is found to be selling at above-ceiling prices the OPA will assert its claim for treble damages and will ask for an injunction restraining the seller from further violation.

New metal tool cabinets no longer suitable for use by the Army have been turned over by the Government for civilian use, and the OPA has just provided them with dollar-and-cent ceiling prices. The cabinets have 25-inch-square wood tops, are 31 inches high, have ten 10-inch-wide drawers and one 21½-inch-wide drawer, weigh 220 pounds, and sell at retail for \$35 each. If you buy one of these cabinets be sure it's tagged with the retail ceiling price.

Ceiling prices have also been established on men's new winter-weight flannelette pajamas turned over by the Army for sale to civilians. Effective February 7, pajamas sold by retailers who purchased them direct from the Procurement Division of the Treasury Department are \$2.80 per pair. Ceiling for all other retailers is \$3.00. All garments must be tagged with the ceiling price.

Although some manufacturers of certain consumer durable goods have received authorization from WPB to resume production on a limited scale, the 25,000 domestic and commercial electric fans authorized for the first quarter in 1945 will be used only for essential military, hospital, institutional, and industrial purposes; none of the fans produced in 1945 will be available for home or office use. However, nearly all the allocated irons may be sold for civilian purposes, with only a small percentage going to the armed forces. Individual consumers who certify need and can show that no additional wiring will be required may also purchase one of the 1945 electric ranges.

Another step in the national program to hold clothing prices closely in line and to encourage production of low-cost garments was taken recently when the OPA reduced by about 8 percent manufacturers' ceiling prices for fall and winter utility outerwear, including such items as leather coats, mackinaws, ski suits, wool shirts, and corduroy coats. The reduction was brought about by lowering manufacturers' gross margins 20 percent below their 1943 margins. Despite this reduction financial data shows that the industry's over-all earnings will still compare favorably with its earnings in the period from 1936-39. By late spring it is anticipated that these garments will reach the retail market. Before that time the OPA will pass a new regulation fixing the retail costs to consumers as a result of this reduction at the manufacturing level.

From the Combined Food Board comes its second report (See Consumers' Guide, "What's in the Pantry?" June 1944, for first report) on the food consumption levels in the United States, Canada, and the United Kingdom. A comparison of civilian food supplies for the three countries dur-

ing 1944 indicated that despite expansion of military food needs and large shipments to the allies, civilians of both the United States and Canada had as much and in some commodities more than they did in 1943. Food supplies for civilians in the United Kingdom last year also showed some increase, but continued below pre-war levels for many foods and below 1944 levels in the United States and Canada for dairy products, meat, eggs, sugar, and fruit.

In both the United States and Canada meat consumption in 1944 was nearly 50 pounds per capita more than that of the United Kingdom. All three countries showed a general increase in the consumption of fluid milk, and supplies of fresh fruits and vegetables in the United States and Canada also increased. The report concludes that the food supplies of all three countries in 1944 were sufficient to maintain reasonable health.

Renewed effort is now under way by WFA, OPA, WPB, OWI, and the industry to increase salvage of used kitchen fats in homes, restaurants, hotels, Army camps, and anywhere else that food is consumed. Military demands for products that fats and oils help to make, such as munitions, medicines, nylon, vaccines, are greatly expanded and supplies of important fats and oils are declining so that the two conditions mean greater reliance on individual and group salvage of all used kitchen fats not needed for cooking.

CONSUMERS' GUIDE

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GUIDE POSTS

There may be some changes made

Because of consumers' awareness of the valuable properties of vitamins, manufacturers are considering some changes in processing and packaging of foods in order to satisfy buyers. Here are some predictions from industry: Foods containing riboflavin (sometime called vitamin B₂ or G) may be packed in amber glass or plastic containers so that sunlight cannot steal this vitamin. Foods containing vitamins sensitive to heat—thiamine (vitamin B₁) and vitamin C—will be cooked, whenever feasible, with low temperatures and under lowered pressure by increasing the length of processing time.



How does your citrus keep?

If you place a colorful bowl of grapefruit, oranges, and limes on your sideboard for easy reaching and as additions to home decoration, don't expect the fruit to keep well beyond a few days or a week. The economical housewife who buys in quantity will remember that all citrus fruits keep best where they will be moist and cool. No citrus fruit, however, should be exposed to freezing temperatures. Spread the fruit out to prevent mold and rot.

He who hesitates

If home food producers wait until the last minute to buy seeds, fertilizers, and insecticides they may be disappointed with what is left in the shops. Delivery of mail orders may also be long overdue if Victory Gardeners don't get their orders in early. Although supplies of vegetable seeds, fertilizer, and insecticides promise to be adequate, shortage of help and congested transportation facilities will mean delays.

Know your knife

Most housewives know that a sharp knife does a better job and is actually safer than a dull one. But perhaps they don't know some of the tips on knife care suggested by the home equipment specialists of the USDA, who say that knives are both the most used and abused of any kitchen utensil. *Don't* use them to open cans or pry up lids; *don't* subject them to sudden changes of temperatures; *don't* let wooden-handled knives soak in dishwater; *don't* waste time and vitamins by using a big slicing knife to pare potatoes. *Do* keep knives sharp, *do* use the right one for the right purpose, and if a brick of hard-frozen ice cream is to be sliced *do* run cold water over the knife to chill it beforehand. A wooden rack, well out of reach of children but in easy reach of the cook, that can keep each knife lined up in its separate slot is good treatment for a good tool.

... Silver bells and cockle shells . . .

Now is the time to set out free-blooming, hardy chrysanthemum plants. Plant them in a rich part of your garden, away from the sapping influence of shrubs or trees. Be sure to place them in soil that is well drained, both in summer and in winter. Work some fertilizer around them, and keep them cultivated as you would lettuce, onions, and petunias. The second or third year, in early May, the clumps should be separated into 2 to 10 parts, depending upon the size of the clump. The plants will grow much finer after separating than before.



Sales appeal

Space-saving dehydrated vegetables were placed on the shelves of stores in Grand Rapids, Mich., in February. Included are beets, onions, carrots, diced white and sweet potatoes, and Julienne white potatoes. Available to buyers is a recipe booklet, "Cooking Dehydrated Vegetables," prepared by the Bureau of Human Nutrition and Home Economics of the USDA, which supplements the directions on the labels of the products.

Without fanfare or advertising these products, made by 14 manufacturing companies, are being sold under a common brand name Hy-Rated. These test sales, sponsored by the Farm Credit Administration in cooperation with the National Dehydrators Association and others, will be the basis for determining the future sales in peacetime.

Red point stretcher

In spite of the heavy demand from the Army for peanut products, there is still a fairly plentiful supply of peanut butter available to civilians. Because of its high-quality protein, energy value, and B-vitamins, peanut butter is being used more and more in soups, main dishes, and desserts, as well as in the more traditional sandwich. Peanut butter may also be substituted for all the fat in drop cookies and for half the fat in rich cupcakes and piecrusts.

LISTEN TO CONSUMER TIME

Every Saturday—Coast to Coast

over N. B. C.	12:15 p. m. EWT
	11:15 a. m. CWT
	10:15 a. m. MWT
	9:15 a. m. PWT

Dramatizations, interviews, questions and answers on consumer problems. Tune in.
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